



# DeepSights™ API

**Unlock market insights value with Market Logic's  
DeepSights™ API**

The DeepSights™ platform combines pioneering AI with a rich set of expert and end user tools to transform how your business collects, curates, and shares valuable market insights.

Built for enterprises with a significant investment in market data and consumer insights, DeepSights™ makes it simple to aggregate, analyze, and interrogate market insights and intelligence from in-house, paid, and public sources.

## **Leverage market knowledge at scale**

To support integrations with custom applications and systems, DeepSights™ exposes APIs for programmatic access. By doing so, you have the freedom to give end-users access to critical market knowledge through any application in addition to the existing web-interface and standard integrations with Microsoft Office 365 and Google Workspace.

This further extends the impact of your insights investments and allows you to architect the smooth flow of market-winning knowledge through your business systems and processes.

## **Why choose DeepSights™ API**

- 1. Insights Expertise:** DeepSights™ harnesses proprietary AI technology designed specifically for exploring insights knowledge, ensuring consistently high-quality responses that unlock the full value of your market knowledge.
- 2. Robust:** Our high-performance infrastructure efficiently manages large volumes of data through advanced data processing capabilities.
- 3. Scalable:** Our APIs offer scalable options to support application growth, allowing you to adjust to increasing demands seamlessly.
- 4. Simple to Use:** Setting up our APIs is straightforward with clear, comprehensive documentation.
- 5. Customizable:** We provide the flexibility to tailor solutions to suit the specific requirements of your applications and business context.

## **Core API functionalities**

- ✓ Retrieve DeepSights™ Answers and Reports within any application
- ✓ Find your market knowledge data and assets within any corporate search system
- ✓ Automatically ingest data from any in-house system into DeepSights™ and/or auto-download data.



# Inject market insights directly into business systems

Typical use cases for leveraging the DeepSights™ API

## Provide insights to end-users directly within exiting business apps

The DeepSights™ API is your gateway to transforming market knowledge and research data into actionable insights. Flexibly inject insights into any business application.

- ✓ **End-user app integrations:**  
provide immediate end-user access to insights from any business application.
- ✓ **Link to specialized AIs:**  
feed insights into special purpose AIs, for example, downstream AI concept generators.
- ✓ **Connect to general AIs:**  
complement other general AIs by running insights tasks securely, for example, with Microsoft Copilot.
- ✓ **Create custom connections:**  
architect safe and reliable knowledge retrieval with any key business apps.

## Streamline knowledge data uploads and downloads

Speed up availability of content with auto data ingestion from in-house systems into DeepSights™ and auto data extraction.

- ✓ **Seamless content exchange** between internal systems and DeepSights™.
- ✓ **Flexibility** to integrate unstructured document content from any source system.
- ✓ **Retrieval** of documents and AI-generated meta data.

## Find the best knowledge assets via corporate search

Ensure corporate search systems reach across all connected data to find the very best knowledge assets.

- ✓ **Search** primary, paid, public and licensed content.
- ✓ **Surface DeepSights™ knowledge assets** for easy access via federated search in any search system, e.g., your corporate intranet.
- ✓ **Ensure comprehensive access** to valuable insights across the organization.



## Technical Details

DeepSights™ APIs operate as REST APIs with API key authentication. They offer support for user impersonation, allowing for the retrieval of AI answers and report generation while reflecting the respective user's access permissions on the platform.

### Start testing the DeepSights™ API today

Developers interested in exploring DeepSights™ API can access the [detailed documentation here](#) and a [Python client library here](#).

### Why choose DeepSights™

DeepSights™ marries cutting-edge AI with Market Logic's 15+ years of experience, enabling insights-driven global brands like Lego, Tesco, Vodafone, Colgate-Palmolive, and Mars to outpace the competition. At the core, DeepSights™ technology stands apart from other AI solutions by extracting reliable, verifiable insights from your company's knowledge base. Specially trained to focus on market intelligence and insights exploration, it applies contextual understanding to all new and existing processes.

Visit <https://marketlogicsoftware.com/product-overview/>

